

**Amendments to the Claims**

**This listing of claims will replace all prior versions, and listings, of claims in the application:**

**Listing of Claims:**

1. (Currently amended) A method of analyzing a plurality of content items by a processing apparatus, the processing apparatus enabling viewing of the analyzed content by at least one user, the processing apparatus providing a recommendation of the viewed content items preferred by the at least one user, the method performed by the processing apparatus comprising acts of:

determining a user preference profile for a user;

receiving a plurality of content items;

setting a preference value for each received content item such that, if the content item correlates with the user preference profile, the preference value is set high; and

recommending the content item having the preference value set high to the user;

and ~~if the content item does not have~~

absent the preference value set high, recommending the content item ~~if it comprises~~having at least one first characteristic ~~having~~with an associative correspondence to at least one second characteristic of at least one previously received content item having the user preference set high.

2. (Previously presented) The method as claimed in claim 1, wherein the content item is recommended to the user if only a single associative correspondence between the first characteristic and the second characteristic is determined.
3. (Previously presented) The method as claimed in claim 1, wherein only one associative correspondence is determined for the first characteristic and second characteristic.
4. (Previously presented) The method as claimed in claim 1, further comprising an act of determining a user preference for the content item recommended from the associative correspondence and updating the user preference profile in response to the user preference.
5. (Previously presented) The method as claimed in claim 1, wherein the first characteristic is a description of the content item and the second characteristic is a description of the at least one previously received content item.
6. (Previously presented) The method as claimed in claim 5, wherein the content item description is derived from a first textual description associated with the content item and the at least one previously received content item description is derived from a textual description associated with the at least one previously received content item.

7. (Previously presented) The method as claimed in claim 6, wherein the associative correspondence is determined in response to an identification of a correspondence between at least one word of the first textual description and at least one word of the second textual description.
8. (Previously presented) The method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having a similar meaning as the at least one word of the second textual description.
9. (Previously presented) The method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having an associative word correspondence to the at least one word of the second textual description, the associative word correspondence being determined from a database of word associations.
10. (Previously presented) The method as claimed in claim 7, wherein the associative correspondence is determined in response to word combinations of at least one of the first and second textual descriptions.
11. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristics are determined from content analysis of the content items.

12. (Previously presented) The method as claimed in claim 11, wherein the content analysis comprises a video image analysis of the content items.
13. (Previously presented) The method as claimed in claim 11, wherein the content analysis comprises an audio analysis of the content items.
14. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristic is determined from a content video object analysis of each of the plurality of the content items.
15. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristics are determined from a content broadcast channel.
16. (Previously presented) The method as claimed in claim 1, wherein the act of determining the associative correspondence comprises determining a plurality of associative correspondences between a plurality of characteristics of the content item and a plurality of characteristics of the at least one previously received content item.
17. (Previously presented) The method as claimed in claim 1, wherein the associative correspondence is further determined in response to a previous associative correspondence between content items.

18. (Previously presented) The method as claimed in claim 1, wherein at least one of the first and second characteristics are selected from at least one of an actor, a character played by an actor, and a location.

19. (Currently amended) A computer readable storage medium comprising a computer program including a set of instructions executable by a processor, the set of instructions being operable to be received by the processor for configuring the processor to receive and analyze a plurality of content items for viewing by a user, and for configuring the processor to provide a recommendation of the content items preferred by the user, the computer program comprising:

a portion configured to determine a user preference profile for a user;

a portion configured to receive a plurality of content items;

a portion configured to establish a preference value for each received content item such that if the content item correlates with the user preference profile the preference value is set high; and

a portion configured to

recommend the content item having the preference value set high to a user,

and ~~if the content item does not have~~

absent the preference value set high, recommend the content item ~~if it~~  
~~comprises~~ having at least one first characteristic ~~having~~ with an associative  
correspondence to at least one second characteristic of at least one previously  
received content item having the user preference set high.

20. (Currently amended) A processing apparatus for receiving and analyzing a plurality of content items and providing a recommendation of content items preferred by a user, the processing apparatus comprising:

a user profile processor for determining a user preference profile for a user;

a receiver for receiving a plurality of content items; ~~and a recommender~~ the processor ~~for setting~~ a preference value for each received content item such that if the content item correlates with the user preference profile, the preference value is set high; and

a display for

recommending the content item having the preference value set high to a user, and if ~~the content item does not have~~

absent the preference value set high, recommending the content item if it ~~comprises having~~ at least one first characteristic ~~having with~~ an associative correspondence to at least one second characteristic of at least one previously received content item having the user preference set high.

21. (Currently amended) The processing apparatus as claimed in claim 20, wherein the ~~processing apparatus is a portion of~~ processor, receiver, and display are included in a video recorder.